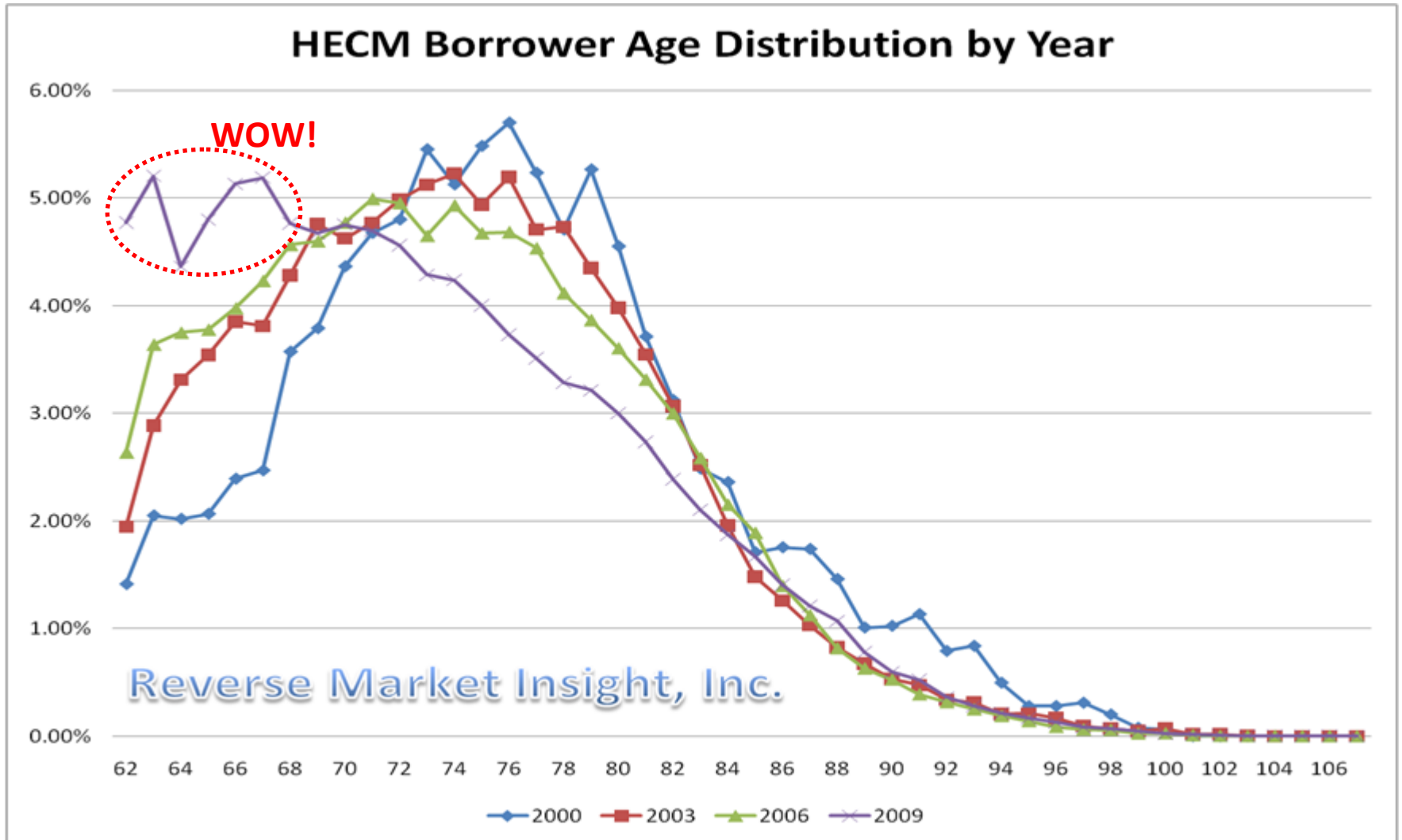


**NRMLA 2010**

**The New HECM Generation:  
Selling to Boomers**

# Changing Borrowers: Booming 60's



# Approaching Boomers via Financial Planners

*According to MetLife, 39% of homeowners age 62 or older with 50% equity in their home said they were working with financial planner*

- Recent product changes have made reverse mortgages more accessible and less scrutinized
- Positive press in both mainstream media and financial publications are helping to increase awareness
  - NRMLA doing positive and proactive outreach
  - Promoting reverse mortgages as a tool to provide “retirement security” and income
- The need to educate spheres of influence on the “new” reverse mortgage products

# Make Your Case...

## Reverse Mortgages in the News

- ***Wall Street Journal***; “The Best In...Financing Your Future”, October 25, 2010
- ***Baltimore Sun***; “Federal Government Makes Changes to Reverse Mortgages”, October 12, 2010
- ***Bloomberg Businessweek***; “Boomers Shrunk 401(k)s Spark Interest in Reverse Mortgages”, October 7, 2010
- ***Investment News***; “Five Ways to Boost Retirement Income”, September 19, 2010

# Educating Financial Planners and Other Spheres of Influence

- Networking with financial planners, insurance agents and elder care attorneys can help get the “word out”
- The appeal to financial professionals and their clients:
  - Down market has caused more retirees to investigate alternate income producing products (retirement accounts down almost 30% from 2008)
  - More Boomers carrying mortgages into retirement
  - The Boomers are sophisticated investors and have leveraged debt and need to do so in retirement
- *Take caution of the cross selling and referral rules*

# Building Relationships

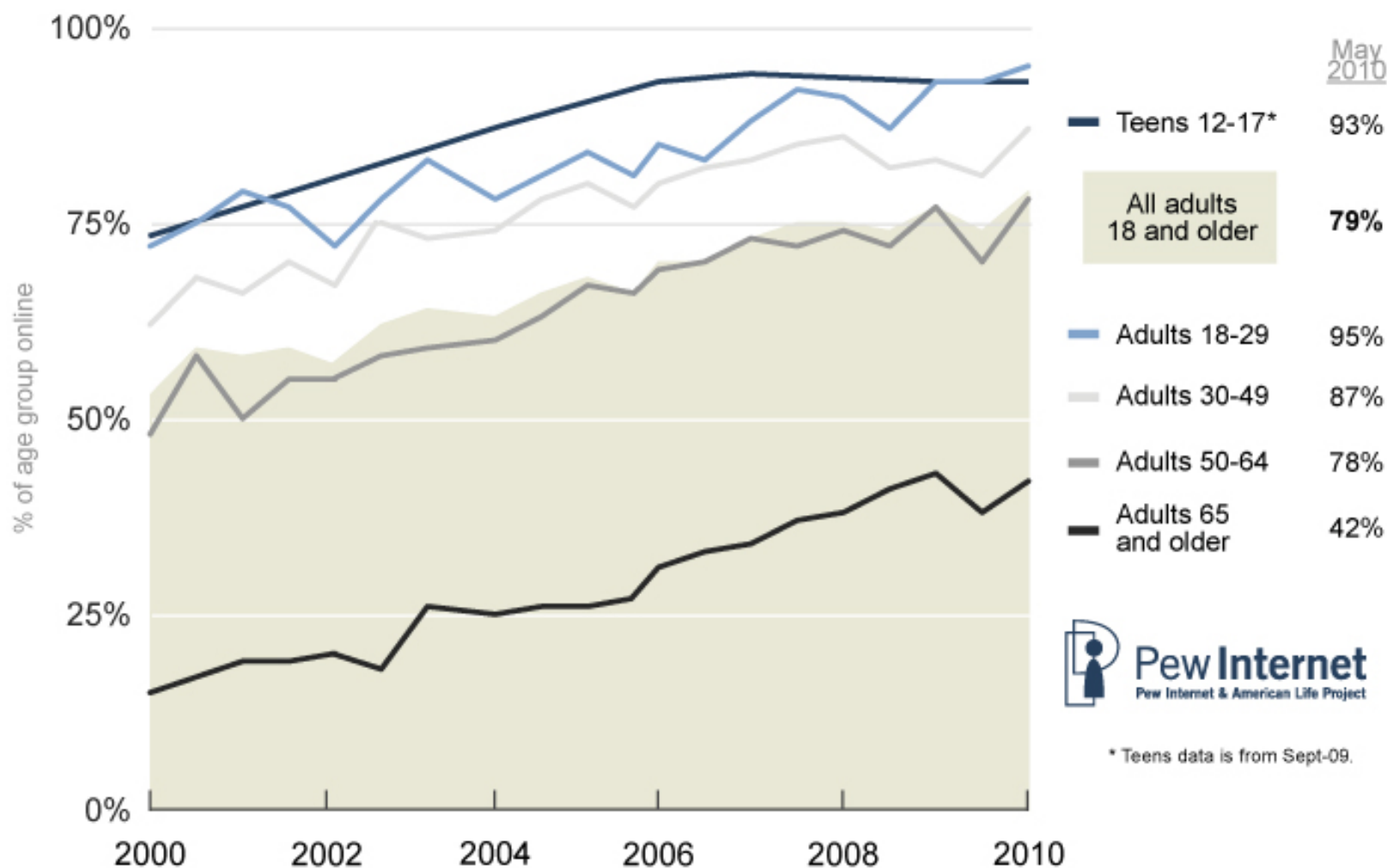
- Financial Planning Association – 25,000 members with 96 chapters across the country
- National Academy of Elder Care Attorneys
- National Association of Insurance & Financial Advisors
- National Association of Personal Financial Advisors
- Local BNI Group

# Targeting Boomers on the Internet

## Stephen Chen, New Retirement

- What are their online habits?
- How much time do they spend online?
- Helpful tips on constructing an internet campaign?

# Change in internet use by age, 2000-2010



## The bad news:

-Only 38% of seniors (65+) are online

## The good news:

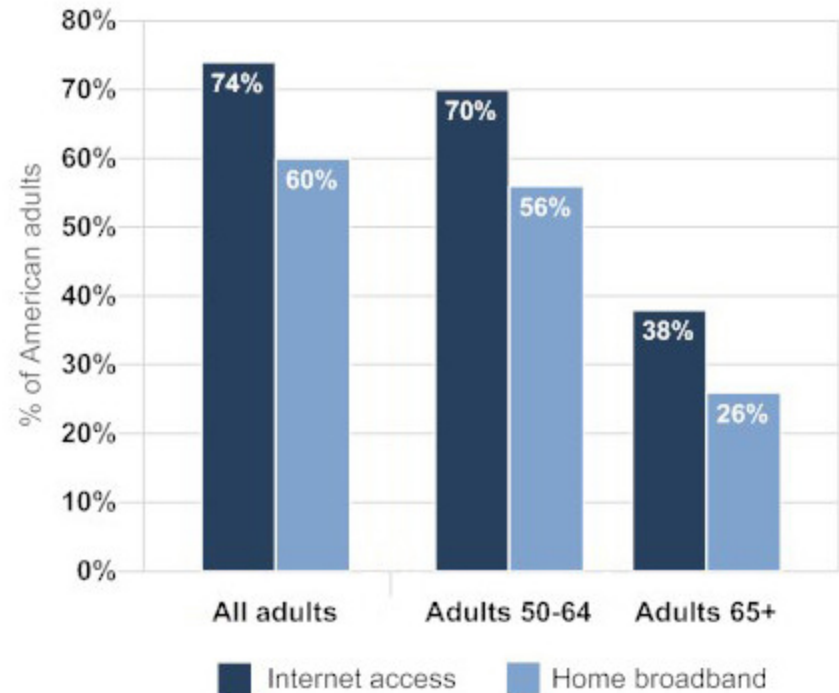
-They are the fastest growing online demographic

-They are wealthier

-They are researchers and are often farther along in their decision process

## Seniors less likely to go online

As of December 2009, 38% of U.S. adults age 65 and older use the internet, a significantly lower rate of internet adoption than the general population (74%).



Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N = 2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in both English (n=2,197) and Spanish (n=61). Margin of error is  $\pm 2\%$ .

# What Are Seniors Doing Online

- Research / News
- Health information
- Shopping
- Banking
- Social networks
  - Social networking use among internet users ages 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010.

# Reaching & Engaging

## Channels

- Search, Display, Social networks

## Engage:

- Add value – bring something useful – content, estimates, address their questions, provide support for community & news aggregation

# Challenges Online

- Scale – need to deal with a lot of disparate channels in real time
- Staying fresh - things go stale quickly - need to constantly evolve & renew
- Quality control – need a mechanism to filter out the noise
- Click fraud – need to measure and adjust your spend in real time
- Compliance – NRMLA, Federal and State guidelines



Please direct any inquiries or comments on the landscape to Terence Kawaja at [tkawaja@gcasavvian.com](mailto:tkawaja@gcasavvian.com) or (212) 999-7082

# How To

Opportunities:

- Local, Search, Organic

Construction tenets:

- Create a model
  - Impressions – Clicks – Conversions – Lead quality
- Don't pay for traffic you don't want
- Creative messaging – value proposition
- Landing page
- Follow up process
- Measurement & testing

Thank you for your time

Please address any questions that  
you may have.